

GENERAL MANAGER ECONOMIC VITALITY

DISTINGUISHING FEATURES

The fundamental reason the General Manager Economic Vitality exists is to plan, direct, and coordinate the City's economic and tourism development, redevelopment/revitalization, and existing/small business assistance activities in Economic Vitality Department. This classification is a direct supervisor to the four managers within the department. Work is performed under the direction of the City Manager.

ESSENTIAL FUNCTIONS

Develops the City's response to all economic vitality issues; strives to be pro-active and looks for innovative solutions.

Functions as a liaison between the City and representatives of private sector development opportunities.

Develops effective working relationships with economic development groups and organizations at the local, regional, state, and national levels.

Ensures that the goals, programs, and plans for the City are maintained in a current state and implemented.

Directs the economic vitality program with regard to work projects, policy interpretations and administrative procedures.

Participates in long-range planning and makes verbal and written recommendations for a unified program of economic and community development.

Directs economic research activities to determine the needs and impact of projects; provides technical assistance in solving complex and difficult planning projects.

Reviews programs, objectives, and operating budgets of all programs, with an eye to continuously improving our services to our customers.

Addresses various community groups and the council on economic development matters.

MINIMUM QUALIFICATIONS

Knowledge, Skills, and Abilities

Knowledge of:

Principles and practices of economic development and urban redevelopment

Various federal, state, and local laws affecting urban redevelopment and economic development

Principles and practices of municipal organization and public administration

Principles and techniques of public relations

Redevelopment and Economic Development financing

Real estate and site selection principles and practices

Marketing techniques and economic development incentives

Research techniques, methods and procedures

City ordinances and regulations

Ability to:

Communicate clearly and concisely, both orally and in writing including making verbal presentations

Develop long-term strategic plans for the city's economic development

Plan, organize, and coordinate the work of others

Analyze problems and issues and recommend solutions and strategies

Negotiate with representatives of various citizen groups and private and public agencies

Work cooperatively with local leaders, organizations and the media on community development and redevelopment issues

Develop workable programs and policies

Formulate and interpret departmental policies to the public
Exercise initiative and independent judgment
Negotiate and perform cost/benefit analyses
Apply modern management techniques
Formulate solutions to complex problems, issues by analyzing and interpreting complex research findings
Market the city to prospective businesses and industries
Coordinate and mediate efforts of both public and private agencies and committees involved in the economic development projects
Effectively evaluate, train and develop employees.
Develop and manage budgets
Use a personal computer, a variety of computer software, and other equipment essential to performing daily activities

Education & Experience

Any combination of a Bachelor's Degree in Business Administration, Planning, Economics, Marketing, Geography or a related field and ten years of recent professional experience in economic and/or community development, commercial development, marketing, marketing research, planning or public administration, which has resulted in technical competency in economic and/or community development and planning issues, and significant exposure to private sector development activity.

FLSA Status: Exempt

HR Ordinance Status: Unclassified